



Minutes Board Meeting

Tuesday, March 13 1:00-4:00 pm

The meeting was called to order at 1:00 pm with the following people present: Lin Diacont, Lorene Blackwood, Jeff Miller, Cary Gouldin, Joel Koci, Rick Baker, Sylvia Wright, Mary Williams, Donna Johnson, Carey White, Gwynn Hubbard.

Presidents Comments— Lin Diacont emphasized the importance of everyone soliciting new members. Lin will research and possibly host a state environmental certification program for grounds management, which can be done through PLANET. He discussed how to promote and do a state environmental certification program and should the VGIC promote environmental certification programs. Lin will encourage small groups/small landscapers/arborist to be certified. Garden Festival is an ideal spot for the small companies to make new contacts.

Secretary Report – No question regarding the last minutes, approved as emailed.

Financial Report—See attachment. We need to continue to solicit new members. Reminders will be sent out to delinquent members and a separate invoice will sent.

Legislative Issues—Environment Stewardship is a hot topic and the green industry needs to have a strong voice. Donna Johnson reviewed all of the legislative issues. Jeff forwards all of the Agribusiness Legislative Issues information that is sent from the Agribusiness Council to all members.

Exhibit at 2007 Maymont Flower Show - Rick Baker discussed this event and it was suggested that VGIC have a presence at the Virginia Home and Garden Show instead of Maymont next year. The visitors at Maymont do not meet the VGIC demographics.

The following volunteered to work the VGIC Booth. Thank you.

- Sylvia Wright
- Lin Diacont
- Mary Williams
- Karen Kelly
- Bonnie Appleton
- Gwynn Hubbard
- Bill Bonwell
- Joel Koci
- Cary Gouldin
- Lorene Blackwood

2007 Virginia Garden Festival

1. Date-Saturday, September 22, 2007—9:00am-5:00 pm
2. Location- Lewis Ginter Botanical Gardens
3. A VGIC Stand alone event, not held in concert with the LGBG Fall Plant Sale –
4. Purpose-The primary activity to promote causes for the industry, bring a growing positive recognition and attention to the organization and the industry, create positive cash flow that will support expanded programs and make “GO GREEN’ –Champions of the Environment” the “branded ideal” we work toward.
5. **Virginia Garden Festival (VGF) Committee-** Rick Baker, Bill Bonwell, Karen Kelly, Sylvia Wright, and the VGIC Board –All members organizations will be contacted to participate with an exhibit and volunteers. Everyone needs to be involved and all members will be contacted to participate.
6. Primary Requirements: We need support in the following areas.
 - Promotion
 - Sponsors
 - Vendors-plants, education, hard goods, landscape, service, crafts, food, other
 - Speakers
 - Demonstrations
 - Logistics-set up, take down, traffic control, general assistance
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Next Meeting VGIC: Tuesday, June 12, noon - 4 p.m.

Preceded by a meeting with NASS/VDACS Green Industry Survey, 9 am – noon.

RSVP info@VirginiaGreen.org , location VA State Fair, 8407 Erie Rd. Suite A, Mechanicsville, VA

Respectively submitted by Lorene Blackwood

Virginia Green Industry Council
Profit & Loss Budget vs. Actual
 January 1 through March 12, 2007

				Jan 1 - Mar 12, 07	Budget
Ordinary Income/Expense					
Income					
	Dues membership			2,202.00	5,000.00
	Sponsorships			1,000.00	6,000.00
	Virginia Garden Festival			0.00	12,000.00
	Website Link			40.00	0.00
	4050 · Sales				
	Plant Sale Horticulture Pavilio			0.00	5,000.00
	4050 · Sales - Other			4,956.50	0.00
	Total 4050 · Sales			4,956.50	5,000.00
	Total Income			8,198.50	28,000.00
Expense					
	Legal Fees			0.00	55.00
	PR VA Garden Festival			500.00	4,500.00
	Public Relations Maymont			0.00	600.00
	Public Relations News Release t			0.00	1,500.00
	Website			0.00	7,529.00
	6160 · Dues and Subscriptions			250.00	250.00
	6180 · Insurance				
	6185 · Liability Insurance			0.00	400.00
	Total 6180 · Insurance			0.00	400.00
	6250 · Postage and Delivery			45.89	120.00
	6260 · Printing and Reproduction			28.56	0.00
	6270 · Professional Fees				
	6271 · Management Fee				
	6275 · News Releases				
	6276 · News Clipping Service			130.72	720.00
	6277 · Public Relations Column/Jim May			1,200.00	2,400.00
	Total 6275 · News Releases			1,330.72	3,120.00
	6271 · Management Fee - Other			1,045.00	7,500.00
	Total 6271 · Management Fee			2,375.72	10,620.00
	Total 6270 · Professional Fees			2,375.72	10,620.00
	6340 · Telephone			0.00	100.00
	6550 · Office Supplies			0.00	150.00
	Total Expense			3,200.17	25,824.00
	Net Ordinary Income			4,998.33	2,176.00
Net Income				4,998.33	2,176.00

VGIC Executive Director Report

Websites

VirginiaGreen.org

Page order of page popularity: (page views)

Events	1341
Links	558
Garden Festival	475
Job Opportunities	387
Scholarships	378

Referring Domains

Google.com	1146
Yahoo.com	193
Vnla.org	133

Others: msn.com, aol.com treesvirginia.org, viriniagardening.com,

Page views: (successful page views, only fully loaded pages, does not include individual images or components)

6,053	November
6,492	December
8,975	January
7,820	February

1.5 = Average number of pages viewed

VirginiaGardening.com

Forum section was deleted due to massive amounts of spam email through the discussion and no consumer useage.

The Forum has been replaced with a page for consumers to ask questions to a certified professional which will automatically come to info@viriniagardening.com.

The map lookup is being updated and will be adding firms with Virginia Certified Horticulturist. There is already a link to VSLD and MAC-ISA who already have a lookup for these professionals in the consumers area.

Have added a "What's in blooming in the garden this week?" and will try and keep updated with unique things blooming across the state.

Will be doing a complete re-formatting of the content and layout of the website in April.

Clippings and Press Releases:

January & February had 5 of Jim May's articles printed and two in the Farm Bureau News.

VGIC 2007 Officers article in Mid-Atlantic Grower by Sylvia Wright

Will be sending out more VGIC spring gardening news releases through the spring.

Garden Writers 2007 Trends

A shift in consumer attitude may signal a market gain for Garden centers and local retailers in 2007.

An analysis of consumer preferences indicated that quality-driven consumers favor garden center shopping and price-driven buyers favor mass merchants

When compared to other types of garden-related spending that will occur this spring, consumers expect that Lawn & Grass expenditures will take the lead (42%),

Ease of Care and Color continue to dominate consumer criteria for spring plant selection

When it comes to garden-related products labeled organic or natural, consumers say they are more inclined to buy organic or natural

This spring, a third of consumers plan to use the Internet to research plant or product information

GoGreen Environmental Issues

Stewards of the Environment?

Is the green industry going to take the lead or will we let the big boxes take the lead?

Promotion of Certified Professionals?

Joint or separate promotions?

VGIC PR report as of Mar 13, 2007

Since the January VGIC meeting –

VGIC publication -

Winter 2007 newsletter created and distributed - theme stewards of the streams.

Feb. and March **Bulletins** created and distributed via email.

Pending – spring newsletter, plan to feature – **Arbor Day and role of trees** in the environment

For the summer – theme will be the Sept Garden Festival – possible theme: living with green

VA Garden Festival –

Date selected as Sept 22 and site LGB

Speakers - confirmed Ed Snodgrass, green roofs; Brent Heath, bayscaping with bulbs, and Andrea Viette, perennials and more; presently working on exhibitor ‘special event’ demo

As I work on my ‘professional writing’ assignments, I invite business and non-profit organizations to participate in the festival.

Other –

VGIC marketing plan – obtained a copy from Jeff, plan to review, and plan to implement other activities as feasible.

Publication -

VNLA – continues to reprint VGIC notices and articles.

The **Mid-Atlantic Grower** published a small piece on VGIC newly elected officers.

Related to the ‘Stewards of Stream’ symposium – Mid-Atlantic Grower newspaper published lead article in their Feb. issue (in my professional publication, I included it in my Feb. **Va Gardener column** and made the theme the number 1 VA design issue for 2007 in a feature of the March issue.)

Green Profit published topic of ‘Women in Horticulture’ and put it on their web site.

Have an article accepted by Green Profit on the topic of Green Industry groups such as VGIC and plan to use VGIC as the main example.

Provided a column for the Mid-Atlantic Grower on the topic of Green Industry communications and whenever possible will include VGIC symbols, etc.

Wrote two articles for a special ‘**green insert**’ for the **Times Dispatch** and an article on the topic of Earth Day for **All About Kids magazine** – tied VGIC to my author’s bio.

Am scheduled to teach a communications workshop for the U of R/LGB landscape program and will use VGIC’s PR colors, symbols, etc as examples.

Have the possibility of publishing a book on this subject and plan to include VGIC as illustrative symbols.

Obtained a copy of the 2007 writers’ market and will continue to investigate additional publications, make initial contact and solicit publication/advertisement opportunities.

Awards -

Nominated VGIC for an agri council award – result pending.

Nominated VGIC for an AHS award – result pending.

Investigate additional awards.

Picture collection –

Continuing picture collection – presently soliciting more red, white & blue. Celebration has issued a ‘garden contest’.

Participated in the DC Green Festival – am again scheduled to participate in the 2007 event. This event provides a wealth of potential vendors for our festival plus contacts with “green” media.

Sylvia Wright
The Wright - consultant, lecturer, & wordsmith
